

AGRI-ENTERPRISE BUSINESS PLAN DEVELOPMENT II

ISCED UNIT CODE: 0811 551 12A

TVETCDACC UNIT CODE: AG/CU/PN/CR/06/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: develop Agri-enterprise business plan

Duration of Unit: 220 HOURS

UNIT DESCRIPTION

This unit specifies the competencies required to develop Agri-enterprise business plan. These involves designing an Agri-enterprise, designing Agri-enterprise market plan, designing an Agri-enterprise management plan, designing Agri-enterprise production/operation plan and designing an Agri-enterprise financial plan.

Summary of learning outcomes

By the end of this unit of learning, the trainee should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Design agri-enterprise	50
2.	Design agri-enterprise market plan	50
3.	Design an Agri-enterprise management plan	40
4.	Design agri-enterprise production/operation plan	40
5.	Design an agri-enterprise financial plan	40
Total		220

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1.Design Agri-enterprise	1.1 Agri-enterprise name identification • Relevance	• Practical

	• Memorability • Availability • Cultural sensitivity • Future growth 1.2 Agri-enterprise location selection • Accessibility • Resource availability • Market demand • Regulatory environment • Community connections 1.3 Agri –enterprise products and services establishment 1.3.1 Crop produce 1.3.2 Livestock produce 1.3.3 Processed farm produce 1.3.4 Farm tools, equipment and machinery 1.4.5 Farm inputs and supplies 1.5 Agri- enterprise ownership Establishment 1.5.1 Sole proprietorship 1.5.2 Partnership 1.5.3 Cooperatives and societies 1.5.4 Limited liability company 1.6 Agri-enterprise entry and growth strategies • Market research • Collaborations • Pilot projects • Funding and grants • Diversification • Scaling operation • Brand development • Innovation • Customer engagement and feedback 1.7 Agri-enterprise goals establishment • Vision and mission definition • SMART goals	• Project • Third party report • Portfolio of evidence • Written tests • Oral questioning
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	• Key performance indicators • Action plan • Monitoring and evaluation	
2. Design Agri-enterprise market plan	2.1 Agri-enterprise customer identification • -market segmentation • -customer profiling • -need assessment • -relationship management • -data collection analysis 2.2 Agri-enterprise market competition analysis • Market structure • Competitive structure • Technological innovations • Consumer trends • Supply chain analysis • Market entry barriers 2.3 Agri-enterprise advertisement and promotion methods 2.3.1 Online marketing 2.3.2 Search engine optimization 2.3.3 Email marketing 2.3.4 Content marketing 2.3.5 Direct mail 2.3.6 Print advertising 2.3.7 Local advert 2.3.8 Customer testimonials 2.3.9 Influencer marketing 2.3.10 Event marketing 2.4 Agri-enterprise pricing strategies • -competitive pricing • -value based pricing • -cost-plus pricing • Dynamic pricing • -bundling pricing 2.5 Agri-enterprise sales strategies • -direct sales	• Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

	• Target marketing • Relationship building • Consultive selling • Promotional offer 2.6 Agri -enterprise distribution strategies • Direct distribution • Indirect distribution • Multi-channel distribution • Cold chain logistics • Online platform • Collaborative distribution	
3.Design Agri-enterprise management plan	3.1 Agri-enterprise organization • Business model development • Operational structure • Supply chain management • Human resource management • Financial management 3.2 Agri-enterprise management personnel • Farm managers • Production managers • Marketing managers • Sales managers • Financial managers • Human resource managers • Quality control managers 3.3 Agric- enterprise personnel duties and responsibilities 3.4 Agric- enterprise personnel remuneration and incentives • Base salary • Performance based incentives • Profit sharing • Commission structure • Bonuses • Health wellness benefits	• Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

	• Retirement plans 3.5 Agric- enterprise recruitment, promotion and appraisal strategies	
4.Design Agri-enterprise production/operation plan	4.1 Agri-enterprise layout design 4.2 Agri-enterprise production facilities identification 4.3 Agri-enterprise production strategy • Sustainable farming • Precision Agriculture • Organic farming • Diversified production systems • Value added production • Technology integration • Risk management strategies 4.4 Agri-enterprise production process • Planning and preparation • Soil preparation and land management • Crop and livestock management • Monitoring and maintenance • Harvesting • Post-harvest processing • Marketing and distribution • Feedback and review 4.5 Agri- enterprise production regulations 4.5.1 Food safety regulation 4.5.2 Environmental regulations 4.5.3 Animal welfare regulation 4.5.4 Work safety regulations 4.5.5 Organic certification standard 4.5.6 Trade and export regulations 4.5.7 Land use and zoning regulation	• Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

	4.5.8 Water rights regulations	
5.Design an Agri-enterprise financial plan	5.1 Agri-enterprise infrastructure • Production infrastructure • Processing Infrastructure • Logistics and Transportation Infrastructure • Marketing infrastructure 5.2 Agri -enterprise support services • Advisory service • Financial services • Input supply services • Marketing and distribution services • Processing services • Technological support services • Research and development • Policy and advocacy support • Quality assurance and certification • Training and capacity building 5.3 Agri-enterprise operations • Production operation • Post-harvest operation • Marketing operation • Distribution operation • Financial management • Human resource management • Technology integration • Sustainability operations • Risk management	• Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

Suggested methods of delivery

- Project
- Demonstration
- Practicals

- Discussion
- Direct instruction

Recommended resource for 25 trainees

S/No	Item/Category	Description/Specification	Quantity	Recommended Ratio (Item: Trainee)
A	Learning Materials			
	Text books &E-learning material	Farm account books	5	1:5
	Ledger book samples		5	
	Receipt book samples		5	1:5
	Bank statements samples		5	1:5
	Balance sheet samples	FBM book	5	1:5
	Profit and loss account samples	FBM book	5	1:5
B	Learning Facilities & infrastructure			
	classroom		1	1:25
C	Consumable materials			
	notebooks	A4 SIZE	25	1:1
	Flip chart		1	1:25
D	Tools and Equipment			
	Projectors	EPSON 2788 LUMEN	1	1:25
	Computers	Any brand-5 th generation and above COi5	5	1:5